



Healthcare Providers Mimic Retailers In Site-Selection

Healthcare has been through a massive transformation in recent years. Since the indoctrination of the Patient Protection and Affordable Care Act (ACA) in 2010, the industry has been marked by an almost continual change in the way care is accessed, delivered and paid for. Most notably, the shift in mindset by the American healthcare consumer has gone from that of passive acceptance for the system to one of educated, empowered buyer that has clear expectations surrounding their care and treatment. This change in expectations is characterized as a retail mindset which continues to permeate the health care industry.

In 2015, Harvard University and the Picker Institute conducted a study of thousands of consumers to understand what matters most to patients with regard to their health care experience. The study uncovered eight dimensions that were of key importance. With access to care and knowing where to access care when they needed it was a key concern. This means that in this age of healthcare consumerism the bar has been raised even higher for providers to meet patient and customer expectations. The traditional models of doctor's office parks, occupancy of annex buildings adjacent to hospitals or other free-standing or out of the way locations are no longer acceptable. Consumers are looking for convenience. They want to be able to visit doctors and other medical practitioners in locations that are proximate to their daily routine, easily accessed and in clean, contemporary environments. Level of care is now measured by overall experience, not just bedside manner.

Read More [➔](#)

Developed by Your Medical
Office Market Leader

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healthcare
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How will this change manifest in the commercial real estate industry? According to the New Horizons Healthcare Sector Report 2015-16, the number of urgent care centers alone nationwide is expected to grow 20% over the next five years. Dignity Health, which acquired urgent care provider U.S. Healthworks in 2012, has since expanded from 172 locations to more than 200 across 20 states. Other forward thinking companies nationwide are planning massive amounts of development of urgent care, stand-alone emergency rooms, outpatient operating centers, clinics and more. In that same vein and with the hope of addressing additional markets, big retail chains are deepening their investment in retail-based healthcare. In-store/near store walk-in clinics, staffed by medical professionals continue to pop-up, growing more than sevenfold since 2007.

As the trend of positioning healthcare services proximate to locations where consumers are buying, the healthcare industry is taking a few tips from their retail counterparts. They are setting up shop deep inside suburban communities and offering high quality care in a variety of convenient forms at competitive prices. To do this, physicians, practitioners and healthcare providers are turning to big data to understand demographics, insurance profiles, income levels and traffic patterns of targeted communities. Our firm is even overlaying community maps with diagnostic codes to pinpoint specific types of market opportunities. All this is done in hope of meeting the expectations of the newly empowered healthcare consumer.



Recent Market Activity

- U.S. HealthWords Acquires Lakeside Occupational Medical Centers in Florida - this Acquisition Doubles U.S HealthWords Locations in Florida
- Westfield Countryside Mall in Clearwater announced the addition of StatMed Urgent Care, a full-service medical walk-in facility.
- Tampa Pain Relief Center relocates into an old Sweetbay building on the NE corner of W. Hillsborough Ave. and Armenia Ave. in Tampa, FL.

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NEW LISTING



11031 - 11033 N Countryway Blvd

For Sale

Asking Price: \$595,000

Area: 3,000 SF

Features 2 suites, 1,500 SF each

FOR LEASE OPPORTUNITIES



3440 W Dr Martin Luther King Jr Blvd

Class A, Medical Office Building
\$23 PSF NNN

Near Baycare's St. Joseph Hospital
Campus



110 S Macdill Ave

2,677 SF Office Building
\$16 PSF NNN

Excellent opportunity for dental or
medical office use



6919 N. Dale Mabry Hwy.

Class A, 3-Story Medical Office Building
\$22 PSF NNN / \$7.50

TI Allowance Negotiable
Customized Build Outs



14460 Bruce B. Downs Blvd.

1,000 SF Available
\$18 PSF / Modified Gross
Near Florida Hospital Main Campus

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RECENT SUCCESS

Current Market Conditions Drive Value of Office Medical For Sale & Lease



Buildings B, C, & D in the Trinity Square



4710 Habana Ave., Tampa, FL



Represented Ankle & Foot Center of Tampa Bay on their lease located at 13389 N. 56th Street, Tampa, FL (target relocation date of Jan. 1, 2017)



Listening... And Providing... Quality Real Estate Solutions

The Equity Healthcare Real Estate Team specializes in helping healthcare professionals find great solutions in Healthcare Real Estate. Lead by Carleton Compton, VP of Brokerage Services. The Equity Healthcare Real Estate Team provides solutions for Corporate Healthcare Professionals including; Private Equity backed Medical Groups, Hospitals, Local and National Urgent Care Clinics, Dental Groups, Private Practices and Ambulatory Surgery Centers. Our comprehensive market strategy and site selection process includes evaluating market demographics, identifying retail benchmarks, mapping referral sources, analyzing competition, disposition and reviewing available inventory. These elements are all key components to identifying the right location for a new healthcare practice or expansion opportunity.

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